

# General Services Administration

Professional Services Schedule  
Catalog / Price List

December 30, 2016



## Contracts:

GS-07F-0274U  
Solicitation Number: FCO00CORP0000C

Contract period of performance:  
April 01, 2008 through March 31, 2018

## Contractor:

Sage Communications, LLC  
1651 Old Meadow Road, Suite 500  
McLean, VA 22102  
Tel: 703/531-8200 Fax: 703/564-0101

## Socioeconomic Status:

Small Business

## Contractor Administration Source:

David Gorodetski, COO  
Phone: 703/584-5640  
E-mail: dgorodetski@aboutsage.com

Claudia Raffman, Vice President  
Phone: 703/584-5636  
E-mail: craffman@aboutsage.com

For more information on ordering from the Federal  
Supplies Schedule, visit <http://www.gsaelibrary.gsa.gov>

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Schedule of Rates for Awarded SINs / Price List for All SINs

# 1 ABOUT

SAGE COMMUNICATIONS

Sage Communications is a full-service communications agency offering a comprehensive range of public relations, marketing, advertising, event and creative services.

Located just outside Washington, D.C. in McLean, Virginia, the Sage Communications' team numbers approximately 70 communications professionals with expertise in strategy, market research, branding, messaging, media placement/buying, content development, digital services, social media, events, and creative design and production. We create strategic, fully integrated branding, awareness and outreach campaigns for government, business and nonprofit organizations. Our objectives are to inform and educate stakeholders and to distinguish ourselves by delivering exceptional products and services. The experts at Sage Communications work to help our clients define issues, inform and engage consumers and increase awareness of government programs and services.



## STRATEGY

Research  
Planning  
Branding  
Messaging  
Web Strategy



## CREATIVE

Ideas  
Visuals  
Content  
Branding  
Video



## PAID MEDIA

Research  
Strategy  
Media Planning  
Metrics  
ROI  
Demand Generation



## PUBLIC RELATIONS

Thought Leadership  
Message Development  
Partnership  
Media Relations  
Media Training  
Crisis Communications



## SOCIAL MEDIA

Reputation  
Management &  
Social Responsibility  
Transparent & Timely



## DIGITAL

Website  
Apps  
Rich Media  
SEO



## EVENTS

Event Marketing  
Activation  
Logistics  
On-Site Support

Sage professionals are experienced strategic thinkers who use research as the foundation for targeted messaging and branding.

### Capsule Success Stories

- **U.S. Department of Homeland Security (DHS), Office of the Chief Procurement Office (OCPO):** Sage is working with the Chief Procurement Officer and her team to design the 2016–2020 Strategic Plan for OCPO.
- **DHS / Transportation Security Administration (TSA):** Sage works with TSA in increase awareness and enrollment in the TSA Pre✓® security prescreening program. Sage developed the messaging and brand strategy (including digital) and designed a portfolio of collateral materials including print ads, brochures, banners, business cards, e-mail blasts, radio ads and a video. The collateral is used not only for TSA's outreach, but also for partner programs, thereby extending the reach and value for the Government.
- **DHS / U.S. Coast Guard:** Sage created the visual brand for outreach materials for the Office of Living Marine Resources (LMR) through the development of numerous outreach collateral for the program office.
- **Centers for Medicare/Medicaid Services (CMS):** Sage provides ongoing strategic support for digital and print communications and brand awareness efforts for CMS' Quality Improvement Organization program including brand and online strategy, newsletters, websites and annual reports. Additionally, Sage supports CMS' internal communications.
- **General Services Administration (GSA), Federal Acquisition Service (FAS):** FAS turned to Sage to refine its message and strengthen its brand image as a customer oriented organization and a solution provider. The goal was to increase market awareness of GSA's product and service offerings while accentuating the agency's renewed focus on customer service. Sage also developed GSA Interact ([www.interact.gsa.gov](http://www.interact.gsa.gov)) from its initial inception to its current status as a flagship website for government contracting professionals for both government and industry.
- **U.S. Department of Defense (DoD), Military Child Care (MCC):** MCC provides families with access to quality, affordable child care around the world. Sage worked to brand this initiative and develop messages and visuals that would resonate with military families from every service branch. Sage also designed a strategic communications plan that leveraged existing DoD communications processes and procedures for distributing information to installations quickly and effectively.
- **Smithsonian Institution, National Museum of Natural History (NMNH):** As part of a national effort to improve America's standing in science, technology, engineering and math (STEM) studies, Sage worked with NMNH to launch a new teen-targeted experience called Q?rius (pronounced curious). We created new brand, strategy and messaging elements, developed fantasy CGI illustrations to capture the Q?rius experience, and wove the design through dozens of on-site and off-site promotions and out-of-home advertising.
- **Department of Veterans Affairs, Integrated Marketing Communications BPA (VA):** Sage established branding, identity and style guides for several major programs for VA, including: VA Home Front, VA Caregiver Support Program, the Office of Tribal Government Relations (OTGR), Office of Informatics and Analytics (OIA), myHealthvet and the Strategic Acquisition Center (SAC) through a BPA for integrated marketing communications services. We also provided media planning for VA Home Front and web maintenance services for OTGR.
- **U.S. Department of Agriculture (USDA):** Sage planned and implemented an intensive media outreach effort to build awareness of the USDA process to resolve the claims of Hispanic and women farmers and ranchers who assert that they were discriminated against when seeking USDA farm loans as the filing deadline approached. The geographic range of outreach encompassed most of the continental U.S. and Puerto Rico. Outreach included both paid and earned media for Spanish and English speaking audiences. Sage negotiated \$1,362,118 in added value or free placements on behalf of USDA.





Print advertising depicting the varied target audiences for the TSA Pre✓® program.



**Be There.**  
[within arm's reach]



We know that you endure many hardships to defend our country and we're grateful for your service. As a member of the U.S. Armed Forces including those serving in the U.S. Coast Guard, Reserves, and National Guard, and cadets and midshipmen of the U.S. Military, Naval, Coast Guard, and Air Force Academies, you're pre-approved for TSA Pre✓. As part of a superior travel experience with fewer hassles and less stress, you need no remove shoes, laptops, liquids or light jackets.

To access your benefits, be sure to enter your DOD ID number found on your Common Access Card in the known traveler number field in your profile in the DoD Travel System or other travel booking site when making travel reservations to enjoy TSA Pre✓ on both official and personal travel.



Department of Homeland Security

Learn more at [tsa.gov](https://tsa.gov)



**Be There.**  
[the first time they ring the bell]

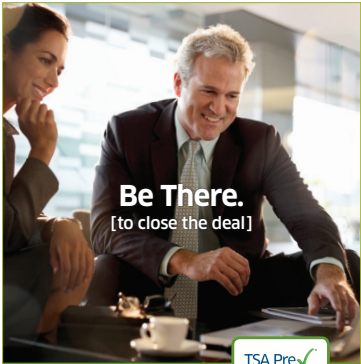


When you enroll in TSA Pre✓, you become part of a superior travel experience with fewer hassles and less stress. No need to remove shoes, laptops, liquids, belts or light jackets. Our intelligence-driven approach to security screening keeps you moving forward with confidence and peace of mind.




Department of Homeland Security


Enroll now at [tsa.gov](https://tsa.gov)



**Be There.**  
[to close the deal]



When you enroll in TSA Pre✓, you become part of a superior travel experience with fewer hassles and less stress. No need to remove shoes, laptops, liquids, belts or light jackets. Our intelligence-driven approach to security screening keeps you moving forward with confidence and peace of mind.



Department of Homeland Security

Enroll now at [tsa.gov](https://tsa.gov)



**Be There.**  
[at your best]



When you enroll in TSA Pre✓, you become part of a superior travel experience with fewer hassles and less stress. No need to remove shoes, laptops, liquids, belts or light jackets. Our intelligence-driven approach to security screening keeps you moving forward with confidence and peace of mind.



Department of Homeland Security

Enroll now at [tsa.gov](https://tsa.gov)

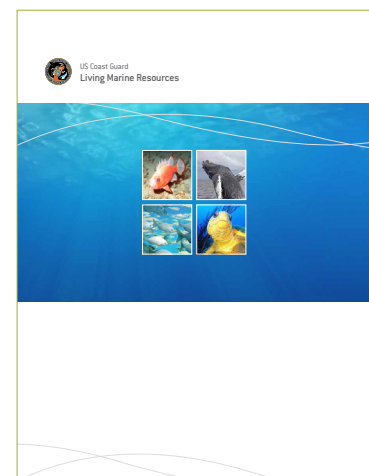
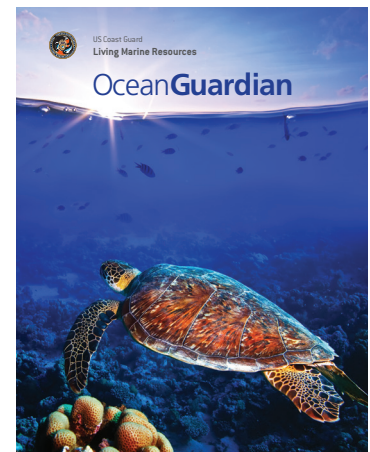


Screen capture from the **TSA Pre✓**® 30-second video. Shown by TSA's major US airlines partners.





Collateral developed for the U.S. Coast Guard, Office of Living Marine Resources.





GSA online advertisements  
created and implemented for the  
Federal Acquisition Service.

#### STATE AND LOCAL COOPERATIVE PURCHASING PROGRAM

F1



F2



F3

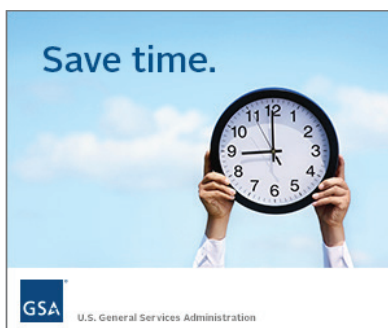


#### CYBERSECURITY

F1



F2



F3



F4







GSA transit advertisements designed and implemented for the Federal Acquisition Service.

An advertisement for GSA Auctions. It features a white shelf against a light gray background. On the shelf are several items: a yellow pickup truck, a blue tractor, a silver sedan, a black coffee maker, a black office chair, a white washing machine, a woman in a light gray suit holding a white shopping bag with a red dashed border, a black briefcase, a black printer, a red power drill, and a metal filing cabinet. Below the shelf, the text "For Surplus Government Items Visit" is on the left and "GSAuctions.gov/save" is on the right. In the bottom left corner is the GSA logo and the text "U.S. General Services Administration".

**For Surplus Government Items Visit**

**GSAuctions.gov/save**

**GSA**  
U.S. General Services Administration

An advertisement for GovSales.gov. It features a blue sky background with a white picket fence and green grass. A white banner with the text "THERE'S ALWAYS SOMETHING YOU NEED AT AMERICA'S SALE!" is at the top left. A small white airplane is flying in the sky. In the foreground, there is a red sign that says "GOVERNMENT SALE ONLINE", a yellow pickup truck, a black office chair, a red power drill, a laptop, and an orange excavator. The text "GovSales.gov/save" is on the right, with the tagline "The Official Site to Find Government Property for Sale" below it.

**THERE'S ALWAYS SOMETHING YOU NEED AT AMERICA'S SALE!**

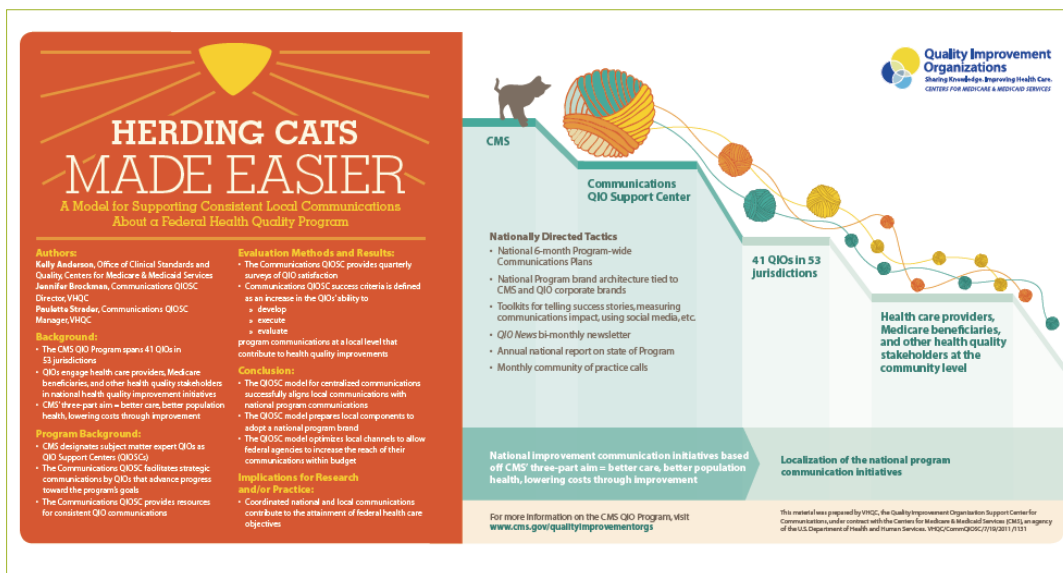
**GovSales.gov/save**  
The Official Site to Find Government Property for Sale

**GOVERNMENT SALE**  
ONLINE





Informational graphics and outreach materials developed for the CMS QIO program.





Promotional campaign including photos of a “flash mob” on the National Mall that Sage generated through social media for the Q?rius Museum launch event.



**DISTANCE LEARNING**



**What resources are waiting for you at Q?rius?**

Webcasts, classroom resources, online activities, digital objects and tools, and more. Q?rius.si.edu offers expanded access to the accumulated knowledge of the Smithsonian Institution and its affiliates, including universities, alumni associations, museums, and aquariums across the nation.

Amazing discoveries just a click away. Q?rius makes it easy to share the wonders of the natural world and our connection to it. Its immersive experiences awaken curiosity about our planet, our human heritage, and ourselves. It encourages the spirit of exploration in everyone. And because these resources are free, Q?rius is an excellent fit for every program, large and small.

Visit [qrius.si.edu](http://qrius.si.edu) to get complete details on all our resources and get free email updates about upcoming events.

Your students can explore a wide range of streaming content:

- Webcasts aligned with science standards and featured content at Q?rius
- Archived presentations of scientists in their labs and ongoing explorations into cutting edge topics
- Videos of Smithsonian experts on topics that will get your students excited about science.

And links to related materials extend the Q?rius experience beyond the classroom.



Q?rius  
Unlock your world.

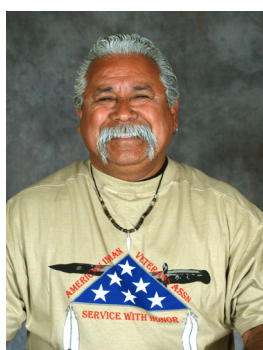
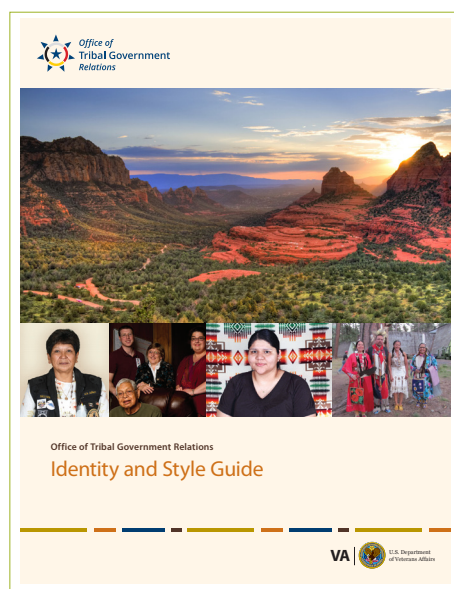


**VA**



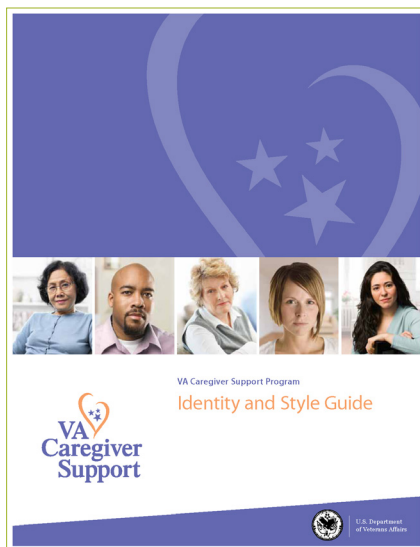
U.S. Department  
of Veterans Affairs

Identity and style guide, logo  
and outreach materials along  
with custom photography for  
the Office of Tribal Government  
Relations.





Identity and style guide, logo and outreach materials created for VA Caregiver Support program.







Identity and style guide and outreach materials created in Spanish for VA Home Front program.

**VA Home Front**

**Identity and Style Guide**

U.S. Department of Veterans Affairs

[WWW.VA.GOV/HOMELESS](http://WWW.VA.GOV/HOMELESS)

*Working together to eliminate Veteran homelessness.*

**La falta de techo no es el sueño de ningún veterano.**

¿Conoce a algún veterano en problemas?  
VA dispone de programas integrales para prevenir y erradicar la falta de techo entre los veteranos.

**¡Haga el llamado!**

Llame sin cargo a la línea directa de VA:

**1-877-424-3838**  
(1-877-4AID-VET)

o visite [www.va.gov/homeless](http://www.va.gov/homeless) para ayudar con vivienda, trabajo, cuidados para la salud, educación y otros beneficios para veteranos.

U.S. Department of Veterans Affairs

[WWW.VA.GOV/HOMELESS](http://WWW.VA.GOV/HOMELESS)

*Trabajamos juntos para darles un techo a los veteranos.*

**Usted luchó por nuestros hogares.**

**Nosotros lucharemos por el suyo.**

**Las dos palabras que nunca deberían conjugarse son destechado y veterano.**

**¡Haga el llamado!**

Llame sin cargo a la línea directa de VA:

**1-877-424-3838**  
(1-877-4AID-VET)

o visite [www.va.gov/homeless](http://www.va.gov/homeless)

U.S. Department of Veterans Affairs

[WWW.VA.GOV/HOMELESS](http://WWW.VA.GOV/HOMELESS)

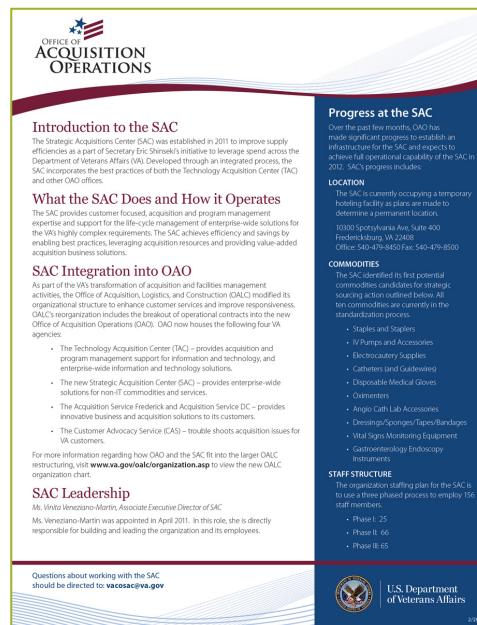
*Trabajamos juntos para darles un techo a los veteranos.*





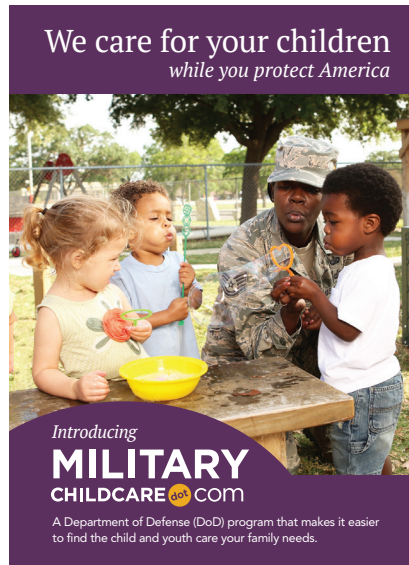
Identity and style guides, logo as well as outreach toolkit materials created for VA's Office of Acquisition Operations.

## OFFICE OF ACQUISITION OPERATIONS



# MILITARY CHILDCARE dot com

Identity, website and online brand portal that hosts MCC's communication standards and training resources, along with branded marketing materials for use by the global network of childcare providers.



The screenshot displays the MilitaryChildCare.com website. The header includes navigation links: Contact Us, FAQs, Create Account, Hello! > LOGIN. The main navigation bar contains: About MCC, About Our Programs, Types of Care, Where Are We Now?, and Search for Care. The search results page shows a location filter for 'Marine Corps Base Hawaii' and a list of providers. The first provider is CDH Provider Christine A, located at Murray Dr, Honolulu, HI, 96818, USA, with a phone number of 808.471.8445. The second provider is FCC Provider Abigail H, with a phone number of +1 808.833.6393. Both providers offer preschool full-day care from 0630 to 1630, Monday through Friday.

**1a. Table of Awarded Special Item Numbers (SINs)**

Contract GS-07F-0274U

SIN 541-1 / 541-1RC, Advertising Services

SIN 541-2 / 541-2RC, Public Relations Services

SIN 541-3 / 541-3RC, Web Based Marketing Services

SIN 541-4A / 541-4ARC, Market Research and Analysis

SIN 541-4C / 541-4CRC, Exhibit Design and Implementation Services

SIN 541-4D / 541-4DRC, Conference, Events and Tradeshow Planning Services

SIN 541-4E / 541-4ERC, Commercial Photography Services

SIN 541-4F / 541-4FRC, Commercial Art and Graphic Design Services

SIN 541-5 / 541-5RC, Integrated Marketing Services

SIN 541-1000 / 541-1000RC, Other Direct Costs

**1b.** See attachment 1 for pricing of tasks.

**1c. Hourly Rates:** See Attachment 1.

**2. Maximum Order:** \$1,000,000.

**3. Minimum Order:** \$100.

**4. Geographic Coverage (Delivery Area):** NONE.

**5. Point(s) of Production:** McLean, Fairfax County, Virginia, USA 22102.

**6. Discount from Price List:** Prices shown are GSA net.

**7. Quantity Discounts:** NONE.

**8. Prompt Payment Terms:** Sage labor only. 1% for electronic payments received within 20 calendar days from invoice date. Note: Subcontractor costs, other direct costs (ODCs) and open market items are not eligible for the prompt payment discount.

**9a. Government Purchase Cards:** Are accepted at or below the micro-purchase threshold.

**9b. Government Purchase Cards:** Are accepted above the micro-purchase threshold.

**10. Foreign Items:** Not applicable.

**11a. Time of Delivery:** To be negotiated at the task order level.

**11b. Expedited Delivery:** Contact the contractor for expedited delivery.

**11c. Overnight and 2-day Delivery:** Available.

**11d. Urgent Requirements:** Contact the contractor for faster delivery or rush requirements.

**12. F.O.B. point(s):** Destination.

**13a. Ordering Address:**

Sage Communications  
1651 Old Meadow Road, Suite 500  
McLean VA 22102  
Tel. 703/584-5636

**13b. Ordering Procedures:** For supplies and services, the ordering procedures information on Blanket Purchase Agreements (BPAs) and a sample BPA can be found at the GSA/FSS Schedule homepage ([www.fss.gsa.gov/schedules](http://www.fss.gsa.gov/schedules)).

**Payment Address:**

Sage Communications  
ATTN: Accounts Payable  
1651 Old Meadow Road, Suite 500  
McLean VA 22102  
Tel. 703/531-8200  
Fax. 703/564-0101

**15. Warranty Provisions:** Not applicable.

**16. Export Packing Charges:** Not applicable.

**17. Terms and Conditions of Government Purchase Card Acceptance (any thresholds above the minimum purchase level):** Not applicable.

**18-24. Not applicable.**

**25. Data Universal Number System (DUNS) Number:** # 18-036-3751.

**26. Sage Communications, LLC.** Is Registered in the Central Contractor Registration (CCR) Database.

# Attachment 1

## Schedule of Rates for Awarded SINs / Price List for All SINs

### Attachment 1: Sage Communications Labor Categories and Hourly Rates

Labor Categories (LCATs) and Rates for the Following SINs: SIN 541-1, SIN 541-2, SIN 541-3, SIN 541-4A, SIN 541-4C, SIN 541-4D, SIN 541-4E, SIN 541-4F & SIN 541-5

DISCIPLINE AND LCAT	HOURLY RATE WITH IFF
<b>SAGE LEADERSHIP TEAM</b>	
Senior Agency Principal	\$243.71
Agency Principal	\$231.32
Senior Vice President	\$223.06
Agency Vice President	\$206.54
Brand Developer	\$223.06
Creative Director	\$206.54
<b>CREATIVE SERVICES</b>	
Creative Director	\$206.54
Art Director	\$156.97
Senior Designer	\$144.58
Graphic Artist/Illustrator	\$128.05
Designer / Mechanical	\$111.53
Copy Chief	\$148.71
Senior Writer	\$144.58
Writer	\$132.18
Copy Editor	\$123.92
Photographer	\$177.62
Photographer Assistant	\$132.18
<b>Project Management and Quality Control</b>	
Account Director	\$156.97
Account Manager	\$148.71
Project Manager	\$140.45
Senior Account Executive	\$132.18
Account Executive	\$128.05
Media Execution Manager	\$115.66
Proofreader	\$107.40
Account Coordinator	\$95.01
Administrative Clerk	\$74.35

DISCIPLINE AND LCAT	HOURLY RATE WITH IFF
<b>PUBLIC RELATIONS SERVICES</b>	
Senior Vice President	\$223.06
Agency Vice President	\$206.54
Account Director	\$156.97
Media Trainer	\$152.84
Account Manager	\$148.71
Social Media Strategist	\$148.71
Senior Account Executive	\$132.18
Account Executive	\$128.05
Media Execution Manager	\$115.66
Account Coordinator	\$95.01
<b>MEDIA SERVICES</b>	
Media Planner	\$198.28
Advertising Strategist	\$185.88
Media Buyer	\$123.92
Media Execution Manager	\$115.66
<b>MARKET RESEARCH AND STRATEGIC SERVICES</b>	
Brand Developer	\$223.06
Market Planner	\$198.28
Media Planner	\$198.28
Market Researcher	\$198.28
Web Marketing Strategist	\$194.15
Market Analyst	\$190.01
Focus Group Moderator	\$190.01
Advertising Strategist	\$185.88
Marketing Strategist	\$185.88
Senior Marketing Director	\$161.10
Marketing Director	\$148.71
Research Coordinator	\$95.01



## Sage Communications Labor Categories and Hourly Rates (continued)

DISCIPLINE AND LCAT	HOURLY RATE WITH IFF
<b>INTERACTIVE AND WEB SERVICES</b>	
Web Marketing Strategist	\$194.15
Senior Programmer	\$173.49
Web Usability Specialist	\$169.36
Web Search Engine Optimizer	\$169.36
Interactive and Online Strategist	\$161.10
Technology Director	\$161.10
Programmer	\$156.97
Senior User Interface Designer	\$144.58
Project Manager	\$140.45
Web Content Developer	\$132.18
Web Architect/Developer	\$132.18
Web Production Specialist	\$132.18
Web Maintenance Specialist	\$132.18
<b>TELEVISION AND VIDEO PRODUCTION SERVICES</b>	
Director	\$161.10
Video Producer	\$194.15
Cameraman	\$161.10
TV/Video Editor	\$152.84
TV/Video Technician	\$132.18
<b>EXHIBIT AND TRADE SHOW SERVICES</b>	
Event/Trade Show Planner	\$202.41
Exhibit Planner	\$185.88
Event/Trade Show Coordinator	\$177.62
Exhibit Designer	\$144.58
Project Manager	\$140.45
Exhibit Production Specialist	\$136.31
Exhibit Fabricator	\$111.53

**END OF LABOR RATES**

The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Professional Services Schedule (PSS) Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and / or when the contractor adds SCA labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

## SIN 541-1000 Other Direct Costs

TYPE	DESCRIPTION	UNIT OF MEASURE	GSA PRICES WITH IFF
<b>PRINT / INTERACTIVE MEDIA COSTS</b>			
Print Ad Min. Size	Print Ad 1 Column Inch	Per Inch	\$1,740.05
Print Ad	Full Page	Full Page	\$107,884.13
Print Ad	Various Sizes: less than a full page including but not limited to 4/5 page, junior	Fractional Size Ad	\$78,735.52
Print Cover Wrap	4-Page Wrap	4 Pages	\$39,294.71
Print Publication Insert	4-Page Print Insert, cost per 1,000 inserts	Per 1 M Pieces	\$140.19
Online Banner Ad	Various pixel sizes and formats including: leaderboard, big box, half page, based on cost per thousand impressions	Per 1 M Impressions	\$119.65
Website Homepage	Website Sponsor 1 Day	Per Day	\$7,052.90
Section Sponsorship	Section Sponsor 1 Week	Per Week	\$5,037.78
eNewsletter Sponsorship	Sponsorship for 1 Day	Per Day	\$7,052.90
Custom Webinar	Sponsorship for Single Event	Per Event	\$30,226.70
eColumn Sponsorship	Sponsorship for 1 Week	Per Week	\$15,113.35
Webinar Sponsorship	Exclusive Sponsorship for Single Event	Per Event	\$20,151.13
Live Event Sponsorship	Various levels, including sole sponsor, luncheon sponsor, banner & logo and	Per Sponsorship	\$45,340.05
MediaPlex Ad Trafficking Services	Adding very specific ad traffic rules to banner creative, including but not limited to Flash, HTML, JavaScript and Java applet	Per Insertion	\$75.57
National Public Service Announcement	Social Media PSA Distribution: Deliver send interactive Press Release to 200 blogs, online communities, forums, and message	Social Media PSA	\$23,173.80

## SIN 541-1000 Other Direct Costs (continued)

TYPE	DESCRIPTION	UNIT OF MEASURE	GSA PRICES
<b>OUTDOOR COSTS</b>			
Rail Station Two-Sheet Posters	46" x 60" Includes multiple stations, 4-week rate for 45 unit minimum contract	Per Contract	\$32,871.54
Rail Station Dioramas	43" x 62" Individual station, 4-week rate for 1 unit minimum contract	Per Contract	\$1,813.60
Rail Station Domination	Entire station, various sizes, 4-week minimum	Per Contract	\$151,133.50
Rail Car, Full Brand	Brand entire inside of rail car, various sizes, 4-week rate for 62 unit minimum contract	Per Contract	\$67,465.99
Transit Bus, Interior Bus Card	22" x 21" card, general coverage, 20, 4-week rate for 200 unit minimum contract	Per Contract	\$3,022.67
Transit Bus, Wrapped Bus	Fully wrapped bus, 4-week rate for 14 unit minimum contract	Per Contract	\$70,528.97
Transit Bus, Fullback Bus Display	Back of bus display, 4-week rate for 25 unit minimum contract	Per Contract	\$30,226.70
Transit Bus, Ultra King Size Bus Poster	1 55" x 233" poster, 4-week rate minimum contract	Per Unit	\$1,511.34
<b>TRAINING COSTS</b>			
Curriculum Development	Develop online curriculum, training content and storyboards for two training modules, and Master Copy of DVD	Per DVD	\$117,147.40
<b>EVENT COSTS</b>			
Booth Design	Includes: 20' x 20' design, 1 hanging sign 1 reception counter w/ shelf, graphic panels for bridges, towers, storage closet and back of exiting booth, all lighting, carrying cases, surface covers and fabric	Per Booth	\$87,915.77
Facility/Equipment Rental	Room rental, audio visual equipment rental, internet connection, installation, dismantle and coordination, per event	Per Event	\$59,103.78

## SIN 541-1000 Other Direct Costs (continued)

TYPE	DESCRIPTION	UNIT OF MEASURE	GSA PRICES WITH IFF
<b>RADIO COSTS</b>			
National Public Service Announcement (PSA)	Radio PSA Distribution: Duplicate 2,000 each of 10 radio spots on CD-ROM. Deliver and/or mail 2,000 English and Spanish radio stations nationwide	Per Distribution	\$38,287.15
Radio	54 minute, moderated on-air panel discussion	54 Minute Segment	\$25,188.92
Radio Spot	Sponsorship of reoccurring on-air segment	Per Week	\$4,030.23
Radio Spot	60 second, 1 time airing	60 Second Spot	\$1,612.09
Radio Spot	30 second, 1 time airing	30 Second Spot	\$1,209.07
Radio Spot	10 second, 1 time airing	10 Second Spot	\$503.78
<b>PUBLIC RELATIONS COSTS</b>			
Monthly Retainer	Article writing, reporter pitching, submissions for awards, submitting articles, messaging, editorial calendar planning, and tearsheet collection	1 Month Retainer	\$15,566.75
<b>PRINT COSTS</b>			
Printing	Booklet, Specs: 5 PMS + Flood aqueous; 100lb McCoy Silk cover, saddle-stitched, 3-hole punch, final size 8.75"x 11.25". Quantity per 3,000	Per Job	\$15,472.04
Custom Illustration	Create 5 custom color illustrations for a series of flyers	Illustration	\$3,022.67
National Public Service Announcement (PSA)	Print PSA Distribution: Duplicate 300 each of 4 separate ads. Deliver and/or mail 1,000 publications	Per Distribution	\$25,188.92
<b>PHOTOGRAPHY AND VIDEO COSTS</b>			
Custom On-site and Location Photography	1/2 day photo shoot, 3 unique shots, delivery of finished shots on CD	Per Photo Shoot	\$5,440.81
Video Production	Production and direction of a 6-minute video, including scouting, 2 cameramen, 3 actors, post production, editing and final delivery	Per 6-Minute Video	\$18,307.30

## SIN 541-1000 Other Direct Costs (continued)

TYPE	DESCRIPTION	UNIT OF MEASURE	GSA PRICES WITH IFF
<b>MISCELLANEOUS COSTS</b>			
Promotional Items	Advertising specialty items to support marketing campaigns. Include: t-shirts, key chains, pens, flashlights, tote bags, note pads, binders, banners, coffee cups, water bottles, computer accessories, luggage tags, desk accessories, award plaques and corporate recognition items, price per item at 250 unit level	Per Item	\$4.97
Online AdWord Buy	Cost Per Click (CPC)	Per Click	\$12.94
Hotel Keycard Ad	Cost per 1,000 keycards, 1,000 keycard minimum contract	Per Thousand	\$594.46
DVD Printing and Replication	5-color DVD printing, foldover jacket, duplication and hand packaging, Quantity 2,000	Per Order	\$3,536.52

END OF 541-1000 ODCs



## Sage LCATs and Descriptions by Discipline

DISCIPLINE AND LCAT	DESCRIPTION	YEARS EXPERIENCE	EDUCATION
<b>SAGE LEADERSHIP TEAM</b>			
Senior Agency Principal	Agency Owner. Contributes to strategy development and client relationship management.	20+	Bachelors Degree
Agency Principal	Contributes to strategy development, client relationship and contract management.	15	Bachelors Degree
Senior Vice President	Leads marketing/PR strategy, support and implementation and client relationship management.	15	Bachelors Degree
Agency Vice President	Leads Marketing and PR Teams. Contributes to strategy development, planning and client relationship management.	10	Bachelors Degree
Brand Developer	Identifies overall brand attributes/positioning. Develops brand strategies and messages. Contributes to planning initiatives.	15	Bachelors Degree
Creative Director	Develops mission-oriented visual strategy for all agency creative deliverables. Supervises Creative Team.	10	Bachelors Degree
<b>CREATIVE SERVICES</b>			
Creative Director	Develops mission-oriented visual strategy for all agency creative deliverables. Supervises Creative Team.	10	Bachelors Degree
Art Director	Art directs all agency creative. Supervises day-to-day activities of Creative Team.	7	Bachelors Degree
Senior Designer	Designs agency creative from concept to completion. Is fluent in layout, illustration and design programs.	5	Bachelors Degree
Graphic Artist/ Illustrator	Designs agency creative from concept to completion. Is fluent in layout, illustration and design programs.	2	Bachelors Degree
Designer / Mechanical	Prepares final mechanical files and conducts quality control checks and GPO documentation.	1	Bachelors Degree
Copy Chief	Supervises Sage Writing Team. Develops content for marketing, advertising and outreach initiatives.	10	Bachelors Degree
Senior Writer	Develops content for marketing, advertising and outreach initiatives.	6	Bachelors Degree
Writer	Develops content for marketing, advertising and outreach initiatives.	3	Bachelors Degree
Copy Editor	Edits client-provided content per initiative requirements.	2	Bachelors Degree
Photographer	Shoots on site, location or studio photography. Edits and manipulates imagery.	5	Bachelors Degree
Photographer Assistant	Assists with on site, location or studio photography.	2	Bachelors Degree

## Sage LCATs and Descriptions by Discipline (continued)

DISCIPLINE AND LCAT	DESCRIPTION	YEARS EXPERIENCE	EDUCATION
<b>PROJECT MANAGEMENT AND QUALITY CONTROL</b>			
Account Director	Supervises activities for marketing, PR and event-related tasks. Supervises Marketing/PR/Event Project Management Teams.	8	Bachelors Degree
Account Manager	Implements marketing/PR/event strategies and plans, drafts PR deliverables and maintains client contact.	6	Bachelors Degree
Project Manager	Directs and coordinates all project activities and schedules.	5	Bachelors Degree
Senior Account Executive	Implements marketing/PR/event strategy and plans, drafts PR deliverables as well as maintains client contact.	4	Bachelors Degree
Account Executive	Implements marketing/PR/event strategy and plans, drafts PR deliverables as well as maintains client contact.	2	Bachelors Degree
Media Execution Manager	Ensures that correct ad creative ran per IO. Writes media ROI reports. Reviews media invoices. Ongoing ad server maintenance.	3	Bachelors Degree
Proofreader	Checks for and corrects spelling, grammatical and stylistic errors in all content. Conducts quality assurance checks on in progress materials to ensure that client edits were completed.	1	High School
Account Coordinator	Assists with marketing/PR/event initiatives and handles account administrative tasks.	1	Bachelors Degree
Administrative Clerk	Handles typing, copying and general staff support.	1	Bachelors Degree
<b>PUBLIC RELATIONS SERVICES</b>			
Senior Vice President	Leads PR strategy, support and implementation and client relationship management.	15	Bachelors Degree
Agency Vice President	Leads PR Team. Contributes to strategy development, planning and client relationship management.	10	Bachelors Degree
Account Director	Supervises contract/task order activities for PR related initiatives. Supervises PR Project Management Team.	8	Bachelors Degree
Media Trainer	Develops Media Training Curriculum and leads training sessions. Coaches organizations on media protocol.	6	Bachelors Degree
Account Manager	Implements marketing/PR strategy, drafts marketing/PR deliverables as well as maintains day-to-day client contact.	6	Bachelors Degree
Social Media Strategist	Develops and implements Social Media (SM) Strategy. Drafts content and monitors SM activities.	6	Bachelors Degree
Senior Account Executive	Implements PR strategy, writes PR deliverables as well as develops and maintains media contacts.	4	Bachelors Degree
Account Executive	Implements PR strategy, writes PR deliverables as well as develops and maintains media contacts.	2	Bachelors Degree
Account Coordinator	Assists with marketing/PR/event initiatives and handles account administrative tasks.	1	Bachelors Degree

## Sage LCATs and Descriptions by Discipline (continued)

DISCIPLINE AND LCAT	DESCRIPTION	MIN. YEARS EXPERIENCE	MIN. EDUCATION
<b>MEDIA SERVICES</b>			
Media Planner	Develops advertising/paid media strategies. Creates media plans, negotiates media rates and make goods. Reviews/ approves media invoices.	10	Bachelors Degree
Advertising Strategist	Develops go-to-market positioning and messaging. Contributes to communications and media plans.	10	Bachelors Degree
Media Buyer	Cuts insertion orders (IOs) and traffics artwork per media plan and media property deadlines.	5	Bachelors Degree
Media Execution Manager	Ensures that correct ad creative ran per IO. Writes media ROI reports. Reviews media invoices. Ongoing ad server maintenance.	3	Bachelors Degree
<b>MARKET RESEARCH AND STRATEGIC SERVICES</b>			
Brand Developer	Identifies overall brand attributes/positioning. Develops brand strategies and messages. Contributes to planning initiatives.	15	Bachelors Degree
Market Planner	Develops marketing/outreach strategies and messages for diverse planning deliverables. Writes communications plans.	10	Bachelors Degree
Market Researcher	Conducts qualitative/quantitative research. Contributes to research reports and communication plans.	10	Bachelors Degree
Web Marketing Strategist	Develops and implements interactive plans to increase site visibility. Contributes to communication planning initiatives.	8	Bachelors Degree
Market Analyst	Analyzes qualitative/quantitative research. Contributes to reports and communication planning initiatives.	10	Bachelors Degree
Focus Group Moderator	Plans and conducts focus group activities. Drafts preliminary and final findings reports.	8	Bachelors Degree
Advertising Strategist	Develops go-to-market positioning and messaging. Contributes to communications and media plans.	10	Bachelors Degree
Marketing Strategist	Develops marketing strategies and messages. Contributes to communications and media planning initiatives.	10	Bachelors Degree
Senior Marketing Director	Contributes to communications plans, media analysis, messaging and other marketing efforts.	8	Bachelors Degree
Marketing Director	Contributes to communications plans, media analysis, messaging and other marketing efforts.	6	Bachelors Degree
Research Coordinator	Assists with gathering and analyzing research data.	1	Bachelors Degree

## Sage LCATs and Descriptions by Discipline (continued)

DISCIPLINE AND LCAT	DESCRIPTION	MIN. YEARS EXPERIENCE	MIN. EDUCATION
<b>INTERACTIVE AND WEB SERVICES</b>			
Web Marketing Strategist	Develops tactical implementation strategies for Web and online outreach initiatives.	8	Bachelors Degree
Interactive and Online Strategist	Develops front end/back end technical specifications and recommendations for web/online initiatives.	6	Bachelors Degree
Senior Programmer	Contributes to website programming (HTML, JavaScript, CSS etc.), technical troubleshooting and 508 compliance.	8	Bachelors Degree
Web Usability Specialist	Develops and administers custom usability studies. Conducts analysis and recommendations.	8	Bachelors Degree
Web Search Engine Optimizer	Conducts web search engine optimization activities for major search engines, e.g. Google.	8	Bachelors Degree
Technology Director	Recommends technical solutions for client initiatives. Conducts software and hardware research and maintenance.	8	Bachelors Degree
Programmer	Contributes to website programming (HTML, JavaScript, CSS etc.), technical troubleshooting and 508 compliance.	5	Bachelors Degree
Senior User Interface Designer	Designs and produces the visual user interfaces for website initiatives.	4	Bachelors Degree
Web Content Developer	Develops content for web/Internet-based marketing, advertising and outreach initiatives.	2	Bachelors Degree
Web Architect/Developer	Designs Web architecture, site flow and content organization.		Bachelors Degree
Web Production Specialist	Responsibilities include site build out and template development.	2	Bachelors Degree
Web Maintenance Specialist	Responsibilities include web content integration and migration; programming for new and existing websites, as well as ongoing imagery/content edits and site management.	2	Bachelors Degree
<b>TELEVISION AND VIDEO PRODUCTION SERVICES</b>			
Director	Directs entire production crew for broadcast or video productions—whether for on site, location or studio shoots.	7	Bachelors Degree
Video Producer	Coordinates and facilitates all key aspects of broadcast or video production.	7	Bachelors Degree
Cameraman	Operates camera/lighting/film/teleprompter equipment.	5	Bachelors Degree
TV/Video Editor	Edits television/video footage per project requirements, including Section 508 compliance.	5	Bachelors Degree
TV/Video Technician	Assists television/video onsite, location or studio activities.	3	Bachelors Degree

Sage LCATs and Descriptions by Discipline *(continued)*

DISCIPLINE AND LCAT	DESCRIPTION	MIN. YEARS EXPERIENCE	MIN. EDUCATION
<b>EXHIBIT AND TRADE SHOW SERVICES</b>			
Event/Trade Show Planner	Develops strategic plans for all exhibit, conference and show activities. Supervises the Event Team.	10	Bachelors Degree
Exhibit Planner	Researches venues, negotiates rates and handles all venue contract documents. Coordinates all event-related logistics.	8	Bachelors Degree
Event/Trade Show Coordinator	Coordinates all pre-event and on site event activities. Drafts post-event final reports.	8	Bachelors Degree
Exhibit Designer	Develops booth specifications/layouts per exhibit plan. Supervises exhibit production/fabrication.	6	Bachelors Degree
Exhibit Production Specialist	Develops booth material layouts through mechanical production.	4	Bachelors Degree
Exhibit Fabricator	Assembles/produces/builds exhibit products and materials.	2	Bachelors Degree